

PRESENTS A

## SEMINAR ON COMPUTER BASED TOUCH TONE SYSTEMS

- OUTLINE -

### PLANNING COMPUTER BASED TOUCH TONE SYSTEMS

- User Requirements

Credit Authorization City-Wide Utility - A  
Case Study  
Bank Management Information System - A  
Case Study  
Application Analyses

- Market Survey Techniques
- State of the Art

Touch Tone Devices  
Audio Response Units  
Translator Interfaces

- Price Performance Evaluation

Manual System versus Machine System  
Outside Services versus In House Services

Developing An Action Plan

### IMPLEMENTING COMPUTER BASED TOUCH TONE SYSTEMS

Volume & Traffic Analyses  
System Definition & Design  
Software & Hardware Considerations  
Technique Considerations  
Data Base Development  
Touch Tone Devices  
Interfaces & Translators  
Audio Response Units  
Implementation & Scheduling

### OPERATING & CONTROLLING COMPUTER BASED TOUCH TONE SYSTEMS

Performance Evaluation  
System Test & Evaluation  
Human Factor Analyses  
Monitoring Techniques  
System & Program Maintenance  
Data Base Updating  
Error Control & Recovery

## Among the featured Instructors are...



MR. TRABBOLD



MR. JAMES



DR. RUBINOFF

**WALTER E. TRABBOLD** is Comptroller, Bank of Delaware. The Data Processing Department is part of the office of the Comptroller headed by Mr. Trabbold. In his twenty-five years at the Bank of Delaware, Mr. Trabbold has served as a branch manager, assistant treasurer in charge of bookkeeping and transit, assistant comptroller in charge of data processing and systems and methods.

Mr. Trabbold has served in various positions in the Data Processing Management Association and is past president of the Bank Automation Association of the Delaware Valley. He has also served upon various A. B. A. savings

division committees and is presently chairman of a joint A. B. A. - NABAC committee upon a study of no-passbook savings. He is Chairman of the savings division operations committee, and is a member of the A. B. A. 's Automation Committee. He is also a member of the Board of Trustees of NABAC's Research Division and instructor at the National Automation School at Purdue University and has lectured at other Universities throughout the country. Walt has also served as chairman of two National Workshops of the A. B. A. The latest being the Management Information System/Central File Workshop in February 1967 in New Orleans.

**PETER JAMES** is President, Comput-A-Credit, Inc. Mr. James has an LL.B. from George Washington University School of Law and a B. S. in Economics from the Wharton School of Finance and Commerce, the University of Pennsylvania and a U. S. Navy Diploma in electronics.

Mr. James frequently referred to in the industry as "King of the Keyboard" founded Photo Magnetic Systems and Comput-A-Credit, Inc. He was formerly Vice-President, Management & Systems, Associate Director, Information Systems, The Diebold Group, Inc. and Technical Assistant to the Man-

ager of Market Plans & Programs, IBM Federal Systems Division. He also has served IBM as Manager, Encoding Project, IBM Advanced Systems Development Division and as an Associate Engineer, IBM Research Center.

Mr. James is a prolific inventor and author of Comput-A-Phone Systems and Photo Magnetic Systems. He also serves on the IEEE Data Communications and Telegraphy Systems Committee and is a member of several professional societies.

**DR. MORRIS RUBINOFF** has been on the faculty of the Moore School of Electrical Engineering, University of Pennsylvania since 1950 and currently is a full professor lecturing on digital computers and conducting research on digital real-time simulation, self-organizing systems, and information retrieval. Dr. Rubinoff has assisted in the design of the von Neumann computer; and served as Chief Engineer for Computers at Philco Corporation. Dr. Rubinoff

formed Pennsylvania Research Associates, Inc. in 1960 serving as President since its inception. Pennsylvania Research Associates, Inc. is active in programming real-time computers and engineering translators for Touch Tone Computer Systems.

Dr. Rubinoff served on the national Board of ACM and IEEE. He is currently Chairman of the IEEE Information Retrieval Committee.



**REGISTRATION:** Tuition, including luncheons and course material, is stipulated on the enclosed registration card. Students may pay in advance and save \$10.00 per day or be billed to the company. Classes begin at 9:00 a.m. and end at 5:00 p.m.

**HOTEL ACCOMMODATIONS:** Hotel rooms are not included in the tuition, but reservation cards are furnished by the Institute for COMPUTERATION Management upon registration.

**OTHER COURSES:** The Institute for COMPUTER - MATION Management covers many subjects in the rapidly expanding "Information Utility Field" and "Data Communications." Among the seminars currently scheduled are:

- Survey of Data Communications
- Remote Data Input/Output Devices for Use Over Telephone and Teleprinter Grade Circuits
- File Conversion & Data Base Development
- Conversion from Batch Processing to Real Time Systems
- Time Shared Service versus In House Systems
- Information Storage & Retrieval
- Graphic and Photo Magnetic Systems

For an outline of these or other courses in the Institute for Computermation Management program, write:

Registrar  
Institute for Computermation Management  
**COMPUT-A-PHONE Inc.**  
Suite 303 East  
Pan Am Building  
200 Park Avenue  
New York, New York 10017  
**DIAL (212) YU6-2515**

**ICM**

The Institute for **COMPUTERMATION MANAGE-  
MENT** is sponsored by a group of Next Generation Companies recognizing that applied education is vital to corporate growth. The sponsors' combined strengths present the most advanced thinking and applied experience in the area of computer based touch tone systems. Objective presentation is assured through employment of lecturers from industrial, commercial, financial, and academic fields. In addition, many of the finest scientific and professional men in America are retained on a consultant basis.

Emphasis on proven and workable solutions is enhanced through the use of case studies and actual "live" demonstrations.

The Institute for **COMPUTERMATION Manage-  
ment** stresses cost-effectiveness in system design. Price performance evaluation of techniques, software and hardware is highlighted.

Sharing the skills of the Sponsor Companies through seminars in major cities is the major goal of the Institute For Computermation Management. The Sponsors are:

Comput-A-Credit, Inc.  
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## INSTITUTE FOR Computeration Management

Basic concepts of Touch Tone Computer System organization and operation for managers and those preparing themselves for communication oriented, computer-based operations. The seminar covers computer operations in a time sharing environment employing remote touch tone telephones and touch tone telephone typewriter keyboards. Emphasis is on machine voice response for validation of data entered and information retrieval. Consideration is given to "bread & butter" applications and data base development. Data communications advantages and pitfalls are highlighted.

THURSDAY, MAY 11, 1967  
Americana Hotel, New York City  
and

THURSDAY, MAY 25, 1967  
Bellevue Stratford Hotel, Philadelphia, Pa.

## REGISTER ME FOR THE INSTITUTE FOR COMPUTERATION MANAGEMENT ON TOUCH TONE COMPUTER SYSTEMS

☐ NEW YORK CITY, MAY 11, 1967 ☐ PHILA., PA., MAY 25, 1967

NAME:

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PLEASE  
REGISTER THIS  
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